PROJECT Netflix instructions

Netflix Title Lockup | Instructions

Learning Objective:

- To integrate typefaces (fonts) to enhance the meaning of a given message.
- To demonstrate the use of kerning, tracking, and/or leading to improve the readability of text.
- To integrate a typographic lock-up with a supporting image into a layout.

Duration: 2 weeks

Project Submission Milestones—build upon each other like scaffolding.

1. **PROJECT Netflix Milestone: Choose fictitious Netflix movie** (https://wvm.instructure.com/courses/54604/assignments/1010806?wrap=1) |
2. **PROJECT Netflix Milestone: Create 5–10 digital drafts-critique** (https://wvm.instructure.com/courses/54604/discussion_topics/609148?wrap=1) |
3. **PROJECT Netflix Milestone: Type lockup w/image drafts-critique** (https://wvm.instructure.com/courses/54604/discussion_topics/609147?wrap=1) |
4. **PROJECT Netflix Title final** (https://wvm.instructure.com/courses/54604/assignments/1010807?wrap=1) |

Project Brief

You are to create a typographic title lock-up for a fictitious Netflix movie or series. This movie/series can be any of the following genres: adventure, children, drama, fantasy, horror, humor, mystery, non-fiction, romance, or sci-fi.

A Typographic Lock-up is a typographic design where the words and characters are styled and arranged very specifically. This refers to the composition and arrangement of type. The trick is to find the best combination of visual appeal and clear communication while meeting the restrictions of any specific application.

The title of your fictitious movie or series is to come from a movie title generator. Titles are to be 3-5 words in length.

You must **first work in B&W only**. After your lock-up is finalized, you will need to select an image that you can use in the design of the Netflix interface show-card or title card. You can add color to your title lock-up as you see fit.

Process

Each of the following deliverables/milestones builds upon each other. This process is a progression.

1. Check out **Art of the Title** (https://www.artofthetitle.com/)
2. Research movie and TV series typographic title lock-ups. Pay careful attention to titles with 3 or more words.
3. Determine your fictitious Netflix movie or series title by using, (http://www.coolgenerator.com/movie-title-generator) **http://www.coolgenerator.com/movie-title-generator** (http://www.coolgenerator.com/movie-title-generator). Titles are to be 3-5 words in length. >> **PROJECT Netflix Milestone: Choose fictitious Netflix movie** (https://wvm.instructure.com/courses/54604/assignments/1010806?wrap=1) title
4. Create at least (5) digital roughs of your fictitious title in Adobe Illustrator; **B&W only** at this stage. Explore typefaces as well as scale in the hierarchy of text. >> **PROJECT Netflix Milestone: Create 5–10 digital drafts-critique** (https://wvm.instructure.com/courses/54604/discussion_topics/609148?wrap=1)
5. Choose the strongest title concept and develop the show card layout. Create a new document that is 1,500 × 844 pixels in RGB color format. Place the title on the left side of the document. Choose a royalty-free image (**Creative Commons Zero** (https://wvm.instructure.com/courses/54604/modules/346949)) that connects to your interpretation of this fictitious movie/series. Adjust the color and size of the lock-up in the design as needed. >> **PROJECT Netflix Milestone: Type lockup w/image drafts-critique** (https://wvm.instructure.com/courses/54604/discussion_topics/609147?wrap=1)
6. Save the file as “lastname_netflix.pdf.” >> Submit **PROJECT Netflix Title final** (https://wvm.instructure.com/courses/54604/assignments/1010807?wrap=1)

Requirements

- Size: 1,500 × 844 pixels
- The title is 3–5 words
- RGB color mode
- PDF file format
- Photo/image must be **Creative Commons Zero** (https://wvm.instructure.com/courses/54604/modules/346949) (royalty-free)

This project was inspired by Jeanne Komp, Cabrini College (2021)

Student Examples

J. Covington	K. Trumbore	G. Campagna